



MINUTES

REGULAR MEETING OF THE ECONOMIC DEVELOPMENT COMMITTEE

Thursday, July 17, 2014 - 7:30 p.m.
El Cerrito City Hall
Hillside Conference Room
10890 San Pablo Avenue

Alter called the meeting to order at 7:34pm.

Roll Call:

Members Figone, Horng Brawer, Lehman, and Taylor.

Absent: Bajaj and Shrem

Also Present: Emily Alter, Community Development Analyst and Staff Liaison

- 1. Staff/Council Liaisons Announcements and Reports --** Alter reported on recent City Activities and Presentations, including: San Pablo Avenue Specific Plan Public Comment Period (6/3-7/21), Urban Greening Plan Design Charrette (8/2), 4th of July and Economic Development Survey results, and the Measure R Sales Tax Extension to appear on November 4th, 2014 Ballot.
- 2. Comments from the Public on non agenda items --** Scott Kagawa in attendance.
- 3. Annual Election of EDC Officers –** Lehman nominates Taylor as Chair of Committee, Figone seconds. Unanimous approval. Lehman nominates Horng Brawer as Vice-Chair of Committee, Figone seconds. Unanimous approval.
- 4. Approval of the Minutes –** Taylor moves to adopt minutes of the Committee meeting on May 15, 2014, Lehman seconds. Horng Brawer approves, Figone abstains due to absence from the May 15th meeting. Minutes approved.
- 5. Recommendation to appoint EDC Member –** Scott Kagawa gives a brief statement about his interest in serving on the EDC and his commitment to supporting and expanding business in El Cerrito. Lehman moves to recommend that the City Council appoint Scott Kagawa to the EDC, Horng Brawer seconds, unanimous approval.
- 6. Announcements –** Lehman reported that she attended the City's Commissioner Dinner where she discussed the possibility of assigning a fee to vacant properties, expressed interest in holding a Study Session to review opportunities to encourage vacant property owners to occupy their buildings or invest in the properties. Horng Brawer expressed her interest in small scale community gatherings, pop-up events and neighborhood districts to spur economic and community development. Figone reported on the state of the Chamber of Commerce, including upcoming Chamber Luncheon on September 16th and evening mixers hosted regularly; he added that the Chamber manages the City's Farmer's Market at the El Cerrito Plaza, but that the Market has been having difficulty expanding patronage and that there are a number of restrictions and difficulties with operations at the Plaza. Taylor expressed her support for pedestrian-oriented business activity, reporting that she had met with Horng Brawer and Lehman to discuss EDC vision and that she has been working with community member George Gager to gather demographics data on the City.

COMMUNICATION ACCESS INFORMATION

To request a meeting agenda in large print, Braille, or on cassette, or to request a sign language interpreter for the meeting, call Emily Alter, Staff Liaison at alter@ci.el-cerrito.ca.us or 215-4385 (voice) at least FIVE (5) WORKING DAYS NOTICE PRIOR TO THE MEETING to ensure availability.

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7. **Economic Development Action Plan Strategy Update** – Lehman reports on continued interest in planning community engagement and business support events. Taylor announces that it might be pertinent to review the EDC’s Draft 12-Month Work Plan.
8. **Economic Development Committee 12-Month Work Plan** – Taylor presents Draft EDC 12-Month Work Plan. EDC discusses potential events, work items and study sessions for the coming year.
9. **Discussion of future committee actions and agenda items**
Future agenda items requested to be included:
 - Vacant Property Fees
 - Demographic Presentation
 - Pop-Up Use Policy Presentation
 - Work Plan AdoptionThese Upcoming Meetings + Events were also mentioned
 - Public Comment Period on the Draft Specific Plan and Environmental Impact Report (6/3-7/21/14)
 - Urban Greening Plan Design Charrette (8/2/14)
10. **Adjournment-** Alter adjourned the meeting at 9:37pm.

Any writings or documents provided to a majority of the Economic Development Committee regarding any item on this agenda will be made available for public inspection at City Hall - 10890 San Pablo Avenue, El Cerrito during normal business hours.